1. Define the problem space and select your target users
2. Collect data about those users (by interview, existing product reviews, survey etc.)
3. Create data inventory
4. Define the problem statement
5. Based on problem statement….create user personas
6. Do the heuristic evaluation, and justify the requirement for redesign by connecting evaluation to personas
7. Brainstorming for requirement for redesign
8. After getting 10-15 ideas, connect it to personas and proceed for selection criteria of prototypes
9. Create low fidelity prototypes and proceed for prototype evaluation
10. After evaluation, justify the final design of product

For surveys:

Language related questions in surveys.

It should include question about busy user?

Intermediate users should have difficulty in finding product and novice more than that.

Advance search option must be redesign for novice and intermediate.

Relate question no 6 and 7

Relate question no 10, 12 with 6,7

Relate question no 21 with types of user 6

USER’S NEED

Novices - navigation is good .

Discoverable is problem with advance search and no feedback is given.

image search is very complex and not properly supported by developer so remove it.

Look is confusing, ads are annoying, image should match the content underlined.

Expert – in place of navigation need some quick search option.

Feedback required …once server gets slow .,..it is difficult to interpret.

Refinement in advance search as it is not functioning.

Busy – it may include both (novice and expert). Simplicity, functionality, aesthetic, feedback all required. Two personas needed : busy and novice / busy and expert.

Most wanted content is needed especially when other things are competing user’s attention like exam or official work.

In general categorical search may help busy users.

TEXTUAL PROTOTYPE ….Inclusion of multiple filters in search criteria

WIREFRAME …..Replacement of navigation with search box (effectiveness)

BRAINSTORMING EXECUTION

1. Replace the navigation part with a search box and bring the content to the home page.
2. Integrate search box with multiple filters in form of checkbox.
3. users mostly want materials during exam time that  comes from sources with high credibility. In this sense, interfaces should provide a way to select most used items.
4. The home page should include  a button to change the language of  search interface.
5. prepopulating the search screen with books, authors etc. that the user might like. These recommendations would be based on advanced machine learning algorithms that consider user’s likes and dislikes.
6. provide more sorting features in the form of check buttons (like publisher, year etc) during the search.
7. Separating the search results into categories (for example; different subject name).
8. Instead of navigating to different pages, offer large images and quick links on the cover logo of the subject.
9. Images should correctly represent the content of the subject.
10. rename the class button .
11. ONE NAVIGATION FOR TOP RATED ITEMS

**10 BRAINSTORMING PLAN**

For brainstorming, first I have taken an individual approach and later included a group session. Brainstorming took place four times within a week on four different dates. First session was an individual phase and it went for 30 minutes on two dates, participants were given some categories and asked to come up with ideas in the form of sticky notes or  written A4 sheets. It was followed by two group sessions, where each individual's ideas were shared on table and feedback was exchanged, it also took about 45 minutes. The objective was to bring consensus and come up with a new integrated design approach that may satisfy the targeted audience. Brainstorming was broken down into following sections:

1. Integration of a search box on the front page with better features.
2. change the layout of the home page to improve visibility.
3. Improve the search criteria by offering user’s preferences.
4. Enhance the visibility of search results.
5. Reduce the number of steps required to find the contents.